

## KCBS TV

4200 Radford Avenue, . Studio City CA 91604

KCBS TV

CONTRACT NO. REV.

1021-63272-1

DATE PRINTED

02/20/13

AND

PAGE 1

|   |                        |                     |            |  |   |
|---|------------------------|---------------------|------------|--|---|
| 152445  | AGENCY (OR SERVICE)    | ACTING AS AGENT FOR | 345865     | ADVERTISER (OR AGENCY AND ADVERTISER)  | <b>Cancellation Notice</b><br><br><b>Required</b><br><br>Announcement 28 days<br><br>prior notice |
| NAME  | SADLER STRATEGIC MEDIA |                     |            | WORKING CALIF'NS TO ELECT WENDY GREUEL |   |
| AND   | 12103 Viewcrest Rd     |                     |            | 4189 W 2nd St                          |   |
| ADDRESS   | Studio City            | CA                  | 91604-3640 | Los Angeles                            |   |
|   | USA                    |                     |            | CA                                     |   |
| CONTACT   | SHERI SADLER           |                     |            | PRODUCTworking ca to elect w greuel    |   |
| LOCAL SALESPERSON   | Andrew Del Guercio     | AGENCY EST. NO.     | 1428       | PRODUCT CODE                           | 1307  |
| NATIONAL SALESPERSON  |                        |                     |            |  |   |
| BROADCAST SCHEDULE STARTING 02/25/13 AND ENDING 03/03/13 NO. WEEKS: 1 |                        |                     |            |  |   |

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS         | SPOTS PWK. | TIME             |                  | LENGTH | EFFECTIVE DATES   | PROGRAMS                 | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|------|--------------|------------|------------------|------------------|--------|-------------------|--------------------------|--------------|-----------|----------------|
|      |              |            | FROM             | TO               |        |                   |                          |              |           |                |
| 1    | M-F          | 3          | 05:00A           | 06:00A           | 30S    | 02/25/13-03/01/13 | M-F 5-6A CBS-2 NEWS      | 3            | 1000.00   | 3000.00        |
| 2    | M-F          | 4          | 06:00A           | 07:00A           | 30S    | 02/25/13-03/01/13 | M-F 6-7A CBS-2 NEWS      | 4            | 1000.00   | 4000.00        |
| 3    | M-F          | 5          | 07:00A           | 09:00A           | 30S    | 02/25/13-03/01/13 | THE EARLY SHOW           | 5            | 1000.00   | 5000.00        |
| 4    | M-F          | 2          | 09:57A           | 11:00A           | 30S    | 02/25/13-03/01/13 | PRICE IS RIGHT           | 2            | 2000.00   | 4000.00        |
| 5    | M-F          | 4          | 11:00A           | 11:27A           | 30S    | 02/25/13-03/01/13 | M-F 11-1130A CBS-2 NEWS  | 4            | 1600.00   | 6400.00        |
| 6    | M-F          | 4          | 02:00P           | 02:57P           | 30S    | 02/25/13-03/01/13 | M-F 2-3P/THE DOCTORS     | 4            | 800.00    | 3200.00        |
| 7    | M-F          | 4          | 02:58P           | 04:00P           | 30S    | 02/25/13-03/01/13 | M-F 3-4P/DR. PHIL        | 4            | 1200.00   | 4800.00        |
| 8    | M-F          | 4          | 04:00P           | 05:00P           | 30S    | 02/25/13-03/01/13 | M-F 4-5P/JUDGE JUDY      | 4            | 1500.00   | 6000.00        |
| 9    | M-F          | 4          | 05:00P           | 05:30P           | 30S    | 02/25/13-03/01/13 |                          | 4            | 2000.00   | 8000.00        |
| 10   | M-F          | 4          | 06:00P           | 06:30P           | 30S    | 02/25/13-03/01/13 |                          | 4            | 2000.00   | 8000.00        |
| 11   | M-F<br>Sa-Su | 4          | 10:59P<br>10:59P | 11:35P<br>11:30P | 30S    | 02/25/13-03/03/13 | M-SU 11-1130P CBS-2 NEWS | 4            | 4000.00   | 16000.00       |
| 12   | M-F          | 3          | 11:35P           | 12:37A           | 30S    | 02/25/13-03/01/13 | DAVID LETTERMAN          | 3            | 2500.00   | 7500.00        |
| 13   | Sa           | 1          | 05:00P           | 05:30P           | 30S    | 03/02/13-03/02/13 |                          | 1            | 2000.00   | 2000.00        |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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|   | USA                                     |  |                      | USA                                    |      |  |
| CONTACT   | SHERI SADLER                            |  |                      | PRODUCTworking ca to elect w greuel    |      |  |
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|-----------------|------|---------------|--------|--------|--------|-------------------|-----------------------|-----------------|-----------|----------------|
| ITEM            | DAYS |               | FROM   | TO     |        |                   |                       |                 |           |                |
| 14              | Sa   | 1             | 06:00P | 06:30P | 30S    | 03/02/13-03/02/13 |                       | 1               | 2000.00   | 2000.00        |
| 15              | Su   | 2             | 06:26A | 08:00A | 30S    | 03/03/13-03/03/13 | CBS SUNDAY MORNING    | 2               | 3000.00   | 6000.00        |
| 16              | Su   | 1             | 05:00P | 05:30P | 30S    | 03/03/13-03/03/13 |                       | 1               | 2000.00   | 2000.00        |
| 17              | Su   | 1             | 05:00P | 06:00P | 30S    | 03/03/13-03/03/13 |                       | 1               | 2000.00   | 2000.00        |
| 18              | Su   | 1             | 06:57P | 08:00P | 30S    | 03/03/13-03/03/13 | SU 7-8P/SIXTY MINUTES | 1               | 20000.00  | 20000.00       |
| 19              | M-Th | 4             | 04:29A | 05:00A | 30S    | 02/25/13-02/28/13 | M-F 430-5A CBS 2 NEWS | 4               | 200.00    | 800.00         |
| Total Contract: |      |               |        |        |        |                   |                       | 56              |           | 110700.00      |
| Billing Summary |      |               |        |        |        |                   |                       |                 |           |                |
| Qtr 1-13        |      |               |        |        |        | Jan               | Feb                   | Mar             | Total     |                |
|                 |      |               |        |        |        | .00               | .00                   | 110700.00       | 110700.00 |                |
| GRAND TOTAL     |      |               |        |        |        |                   |                       |                 | 110700.00 |                |

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